

Attorney Docket Number: FSP0293

Application Number: 10/693,280

-6-

REMARKS

Claim Objections

Applicant requests clarification of the informalities rejection of Claim 25, which states:

Claim 25: Claim 25 recites the limitation "the ... advertisement content." This limitation lacks proper antecedent basis.

Applicant cannot find the phrase "the ... advertisement content" in this claim.

Claim Rejections

Claims 1-27 are rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent Application Publication No. 2003/0226142 by Rand.

Each of independent claims 1, 12, 23 and 27 recites in some fashion the following features:

providing a still image from the video program when the video program has been paused; combining an advertisement image with the still image thereby forming the combined image; and providing the combined image.

Rand merely teaches inserting material into digital streams. The inserted material is customized to the intended recipient(s).

Attorney Docket Number: FSP0293
Application Number: 10/693,280

-7-

In Rand, material is not overlayed with a still image from the program when a program is paused. There is nothing in Rand about doing this.

The claims are clear – when a video program is paused, a still image from the program is combined with an ad. This results in a combined image.

Rand doesn't even address combining content with a still image when pausing the video program. Rand doesn't disclose or discuss or even imply how this might be done.

In view of the above amendments and remarks, applicant believes that this application is now in condition for allowance. Applicant respectfully requests that a Notice of Allowability be issued covering the pending claims. If the Examiner believes that a telephone interview would in any way advance prosecution of the present application, please contact the undersigned.

Signature /Charles A. Mirho/ Date: 12/6/2007
Charles A. Mirho
Reg. 41,199
Attorney for Applicant

Address all correspondence to:
FSP LLC
Attn: Charles A Mirho
P.O. Box 890
Vancouver, WA 98666-0890
USA

Phone: 360-737-1748
Fax: 360-294-6426